



WCPO

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## ORDER

Print Date 10/30/12

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Flight Dates 10/31/12-11/06/12

Contract / Revision 316332 /

Original Date / Revision  
10/30/12 10/30/12

Advertiser Friends of Brown / Democra

Agency Shorr Johnson Magnus

Buying Contact

1831 Chestnut Street  
Philadelphia, PA 19103

Product

Candidate. Week # 1 Add -2 10.31-1

Agency Com 15%

Billing Contact

1831 Chestnut Street  
Philadelphia, PA 19103

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # Week # 1 Add -2 10.31-11.6.12

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	56	\$50,447.50	\$59,350.00	0.00
Totals	56	\$50,447.50	\$59,350.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	56	\$50,447.50	\$59,350.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	10/31/12	11/06/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		3			\$600.00			0.00			
		Week: 11/05/12	11/11/12	MT-----		2			\$600.00			0.00			
N 2	WCPO	10/31/12	11/06/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	MTWTF--	:30	3	\$400.00	P-2	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		3			\$400.00			0.00			
		Week: 11/05/12	11/11/12	MT-----		1			\$400.00			0.00			
N 3	WCPO	10/31/12	11/06/12	M-F 10-11a Right This Morn	CM	10-11a	MTWTF--	:30	3	\$250.00	P-2	0.00	NM	5	\$1,250.00



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Contract / Revision 316332 Flight Dates 10/31/12-11/06/12

Hiatus Dates

Original Date / Revision 10/30/12/ 10/30/12

Order Sep 00:20:00

Advertiser Friends of Brown / Democr Product Candidate. Week # 1 Add -2 Estimate # Week # 1 Add - 2 10.31-11.6.11

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 10-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- WTF--					3	\$250.00		0.00			
		Week: 11/05/12	11/11/12	MT-----					2	\$250.00		0.00			
N 4	WCPO	10/31/12	11/06/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF--	:30	3	\$750.00	P-2	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- WTF--					3	\$750.00		0.00			
		Week: 11/05/12	11/11/12	MT-----					2	\$750.00		0.00			
N 5	WCPO	10/31/12	11/06/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- WTF--					3	\$600.00		0.00			
		Week: 11/05/12	11/11/12	MT-----					2	\$600.00		0.00			
N 6	WCPO	10/31/12	11/06/12	M-F 3-4p 3-4pm Katie	CM	3-4p	MTWTF--	:30	3	\$650.00	P-2	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- WTF--					3	\$650.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$650.00		0.00			
N 7	WCPO	10/31/12	11/06/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	3	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- WTF--					3	\$1,000.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$1,000.00		0.00			
N 8	WCPO	10/31/12	11/06/12	M-F 1-2p M-F 1-2p	CM	1258-2p	MTWTF--	:30	3	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- WTF--					3	\$800.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$800.00		0.00			
N 9	WCPO	10/31/12	11/06/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	MTWTF--	:30	6	\$1,500.00	P-2	0.00	NM	8	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- WTF--					6	\$1,500.00		0.00			
		Week: 11/05/12	11/11/12	M-----					2	\$1,500.00		0.00			
N 10	WCPO	10/31/12	11/06/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	MTWTF--	:30	3	\$1,500.00	P-2	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- WTF--					3	\$1,500.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$1,500.00		0.00			
N 11	WCPO	10/31/12	11/06/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	MTWTF--	:30	3	\$1,500.00	P-2	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- WTF--					3	\$1,500.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$1,500.00		0.00			
N 12	WCPO	11/01/12	11/01/12	CMA Awards CMA Awards	CM	7p-12a	---T---	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---					1	\$4,000.00		0.00			
N 13	WCPO	10/31/12	11/06/12	Wednesday Prime B Wednesday Prime B	CM	9-10p	--W----	:30	1	\$7,800.00	P-2	0.00	NM	1	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----					1	\$7,800.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			



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Contract / Revision **316332** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/30/12/ 10/30/12

Order Sep 00:20:00

Advertiser **Friends of Brown / Democr** Product **Candidate. Week # 1 Add -2** Estimate # **Week # 1 Add - 2 10.31-11.6.12**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N13	WCPO	10/31/12	11/06/12	Wednesday Prime B Wednesday Prime B	CM	9-10p	--W----	:30	1	\$7,800.00	P-2	0.00	NM	1	\$7,800.00
N14	WCPO	10/31/12	11/06/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	2	\$575.00	P-1	0.00	NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		2				\$575.00		0.00			
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00			
Totals														56	\$59,350.00